

UW Certificate Program in

Social Media Technologies & Implementation

Social Media Platforms and Tools

Winter 2014

Jan. 9 – March 13, Wednesdays, 6–9 p.m.

Course Description

Social media means many things to many people. For some, it's a series of marketing channels. For others, it's customer service re-imagined. Whichever way you look at it, social media has changed the way we communicate. With these new technologies, we can reach almost anyone, almost anywhere. But there's more to it than simply hitting "publish."

In this course, students will go under the hood to explore the platforms and tools that make social media more than just Facebook and Twitter. Students will use social media dashboards to manage multiple accounts, sift through online data to learn what people think of a brand, and get hands-on time with tools such as HootSuite, Simply Measured, Google Analytics as they explore how to take social media to the next level.

Course Objectives

At the end of this course, students will be able to:

- Use social media dashboards to manage content.
- Monitor online conversations with powerful social listening tools.
- Apply web analytics to help answer the "Why?" question of social media.
- Write for the web and use basic SEO tactics to give readers what they are looking for.
- Create social media reports that are clean, crisp and full of insights.

Course Wiki

<https://uwsmc-2.wikispaces.com/>

Course Blog

<https://uwsmcblog.wordpress.com/>

Instructor

Derek Belt

Social Media Specialist, King County

derekbelt@gmail.com

Teaching Assistant

Solveig Whittle

Marketing Consultant

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Required Textbook(s)/Resource Materials

No required textbooks.

Technology Requirements

- Bringing a laptop to class is highly recommended.
- Computer and Internet literacy required.
- Active participant in at least two social media channels (e.g. Facebook, Twitter).

Assessment Criteria & Course Expectations

Students will be assessed based on attendance, participation, assignments and projects.

Students are required to attend 8 of the 10 classes (unless you have approval to miss more and do any make-up work) and complete all assignments and deliverables.

Courses in this program are arranged sequentially. To advance to the next course, students are required to earn a grade of Successful Completion (SC). Students must successfully complete all courses in the program to receive a certificate of completion.

To pass this course, students must earn a minimum of 75 points from the following structure:

Point Value	Assignment
10	10 minute papers (1 point each)
5	Minimum of 5 comments on peers' minute papers (1 point each)
10	Active participation in class discussion, Twitter and groups
40	4 homework assignments (10 points each)
10	GOST document (1 per team)
25	Final Project: group presentation

Minute Papers

Minute papers will be hosted on the course blog. Here's how it works:

- Each week, the TA will post to the course blog and ask students to share their thoughts in the comments section below the post.
- Students are required to "comment" on these posts at least once a week — that's 10 times for the whole quarter.
- Students must also "reply" to classmates' comments a minimum of 5 times per quarter.

Community Management Project

The focus of this project is on learning. Projects will not be graded on the channel's results alone, but on the thinking and analysis that went into the strategy and execution.

Key concepts for this project are:

- Determining meaningful social media metrics and how to measure them.
- Creating community through content.
- Working across social media channels to achieve common goals.

The UW SMC cohort will serve as our "client" for this project. Each team is responsible for positioning SMC students as legitimate members of the Seattle social media scene. The overall goals will be the same for all teams and must be followed throughout the quarter. Meanwhile, the objectives, strategies and tactics will be unique to each team, and it's up to the groups to create content that is appropriate for their channel.

Each team will plan, execute and measure:

- One (1) social media campaign within their channel.
- The entire quarter's worth of content strategy. Who is your target audience? How did you try and reach them? What were the results?

Many of the analytics tools students learned about in class can be used during this project. However, some tools may not apply to a specific channel. Teams must be realistic and creative in defining their metrics for success.

GOST Document – Due week 3

- Draft a 1-page GOST (Goals, Objectives, Strategies and Tactics) document.
 - One (1) document per team. Goals are the same for all channels. Objectives, strategies and tactics should be channel-specific and measurable using tools explored in class or that teams research on their own.
- *Deadline: Email to Derek by the beginning of class on week 3.*

Final Project – Group Presentation – Due week 10

- Make a 15-minute team presentation with 10 slides (maximum).
- You are the marketing team assigned to a certain social media channel. We are your managers, supervisors and board members. Be short and to the point, covering key findings, insights and recommendations.
- Presentations should touch on:
 - GOST review—what steps did the team outline at the beginning of the project, and how were your channels leveraged to achieve overall goals?
 - Campaign plan and results—what did you plan, what did you execute, what were the results?
 - Discuss any social media analytics tools used and the results they provided.
 - Key findings based on insights gleaned from your reporting.
- *Deadline: Email PPT deck to Derek prior to class on week 10.*

Student Resources

The following link includes student handbooks, services, and policies, and other important information: <http://www.pce.uw.edu/resource.aspx>.

Disability Accommodation

The University of Washington is committed to providing access and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. For information or to request disability accommodation contact the Disability Services Office at 206.543.6450/V, 206.543.6452/TTY, 206.685.7264 (FAX), or e-mail at dso@u.washington.edu.

Schedule

Subject to change depending on availability of guest speakers.

Week	Date	Topic	Assignment	What's Due
Week 1	1/9	Overview <ul style="list-style-type: none"> Course outline Syllabus, guest speakers Intro to tools Community Management Project outline for winter quarter GOST assignment explained Guest Speaker: How small teams can use tools to make big things happen in SM.	<ul style="list-style-type: none"> With new teams, complete GOST document outlining the objectives, strategies and tactics for your SM channel. Due: Week 3 	<ul style="list-style-type: none"> Join wiki Sign up for Twitter
Week 2	1/16	Social Media Dashboards <ul style="list-style-type: none"> Why dashboards exist How they make SM manageable HootSuite Demo <ul style="list-style-type: none"> General overview Hands-on walkthrough In-class exercises Assignment #1 explained 	<ul style="list-style-type: none"> Set up a new HootSuite dashboard, create a 1-page report analyzing clicks, RTs, influencers. Due: Week 4 	<ul style="list-style-type: none"> Minute paper #1
Week 3	1/23	Website Metrics <ul style="list-style-type: none"> How businesses use metrics to make informed decisions Google Analytics Demo <ul style="list-style-type: none"> How it works Hands-on walkthrough In-class exercises Assignment #2 explained Guest Speaker: Web analytics and what they mean to your organization.	<ul style="list-style-type: none"> Provide a 1-page Google Analytics report for a site designated by the instructor. Due: Week 5 	<ul style="list-style-type: none"> Minute paper #2 GOST document (1 per team)
Week 4	1/30	Social Media Monitoring <ul style="list-style-type: none"> Dashboards vs. analytics Simply Measured Demo <ul style="list-style-type: none"> Hands-on walkthrough In-class exercises Assignment #3 explained Guest Speaker: Simply Measured demo	<ul style="list-style-type: none"> Using Simply Measured, create a 1-page report analyzing data from brands designated by the instructor. Due: Week 6 	<ul style="list-style-type: none"> Minute paper #3 HootSuite report
Week 5	2/6	Facebook & Twitter <ul style="list-style-type: none"> EdgeRank Facebook Insights Facebook Ads Demo <ul style="list-style-type: none"> Hands-on walkthrough In-class exercises Assignment #4 explained 	<ul style="list-style-type: none"> Pick an organization (could be your own), providing a 1-page Facebook ads strategy on multiple budgets. Due: Week 7 	<ul style="list-style-type: none"> Minute paper #4 Google Analytics report
Week 6	2/13	Social Media Reports <ul style="list-style-type: none"> How to write a SM report Using data to tell a story Insights and critical thinking Guest Speaker: How to write a SM report	No assignment	<ul style="list-style-type: none"> Minute paper #5 Simply Measured report

Week 7	2/20	Blogging & Other Tools <ul style="list-style-type: none"> • Blogging 101 • WordPress demo • In-class exercises Other tools and applications <ul style="list-style-type: none"> • PicFont, Wordle, Topsy, Trendsmap, TweetReach, more Guest Speaker: WordPress demo	No assignment	<ul style="list-style-type: none"> • Minute paper #6 • Facebook ads report
Week 8	2/27	SEO & Web Writing <ul style="list-style-type: none"> • Basics of SEO • SEO demo and Q&A Writing for the Web Workshop <ul style="list-style-type: none"> • In-class exercises Guest Speaker: Power of SEO	No assignment	<ul style="list-style-type: none"> • Minute paper #7
Week 9	3/6	Building Custom Tools <ul style="list-style-type: none"> • Pros and cons of hosting your own social media presence Guest Speaker: Custom site development	No assignment	<ul style="list-style-type: none"> • Minute paper #8
Week 10	3/13	Final Presentations <ul style="list-style-type: none"> • Group presentations • Community Management Project wrap-up Course Evaluations	No assignment	<ul style="list-style-type: none"> • Minute paper #9 • Final presentations <ul style="list-style-type: none"> • <i>Minute paper #10 due following class</i>